

Rep Order# 9801466 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/22/2012 3:28 PM
Last Received: 08/22/2012 2:57 PM
Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product SENATE MAJORITY PAC
Estimate# 1661
Buyer KATIE KEULEMAN
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 94/100/1661
Flight Dates 08/23/2012 - 08/31/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---CONTRACT COMMENT---

SENATE MAJORITY PAC *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

---REMARKS---

NEW SENATE MAJORITY PAC ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	7P-730P	WHEEL	:30	\$400.00	08/24-08/24	1	1	1	\$400.00	
	2	M-F	7P-730P	WHEEL	:30	\$400.00	08/27-08/31	4	1	4	\$1,600.00	
	3	F	730P-8P	JEOPARDY	:30	\$400.00	08/24-08/24	1	1	1	\$400.00	
	4	M-F	730P-8P	JEOPARDY	:30	\$400.00	08/27-08/31	4	1	4	\$1,600.00	
	5	SU	9P-11P	EXT HOME MAKEOVER	:30	\$1,400.00	08/26-08/26	1	1	1	\$1,400.00	
	6	M-F	8A-9A	GMA	:30	\$400.00	08/27-08/31	3	1	3	\$1,200.00	
	7	M-F	7A-8A	GMA	:30	\$400.00	08/27-08/31	3	1	3	\$1,200.00	
	8	M-F	12P-1230P	NEWS	:30	\$175.00	08/27-08/31	3	1	3	\$525.00	

---REPORT TOTALS---

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Report Totals: 20 / \$8,325.00

---SALES MONTHLY TOTALS---

Aug 12: 3 / \$2,200.00

Sep 12:

17 / \$6,125.00

Sales Totals: 20 / \$8,325.00

Station Totals: 20 / \$8,325.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$555,000

CABL 0%

UNKN 0%

WBSV 0%

WFLA 21%

WFTS 20%

WTOG 1%

WTSP 22%

WTTA 1%

WTVT 31%

WWSB 1%

Books null
Demos RA35+

CONTRACT

WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

Contract / Revision 31528 /		Alt. Order # 09801466
Product 94/100/1661/SENATE MAJORITY PAC		
Contract Dates 08/23/12 - 08/31/12		Est. # 1661
Advertiser SENATE MAJORITY PAC		Original Date / Revision 08/22/12 / 08/22/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WWSB	Account Executive BRAD PHILLIPS	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 94	Product Code 100
Agency Ref		Advertiser Ref

And:

WATERFRONT STRATEGIES
1010 WISCONSIN AVENUE NW
WASHINGTON, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/24/12	08/24/12	M-Sa 7-730p	WHEEL		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$400.00			
N 2	7	08/27/12	08/31/12	M-Sa 7-730p	WHEEL		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				4	\$400.00			
N 3	7	08/24/12	08/24/12	M-Sa 730-8p	JEOPARDY		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$400.00			
N 4	7	08/27/12	08/31/12	M-Sa 730-8p	JEOPARDY		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				4	\$400.00			
N 5	7	08/26/12	08/26/12	Sun Prime Special	EX WEIGHTLOSS		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,400.00			
N 6	7	08/27/12	08/31/12	Good Morning America	7-9a		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$400.00			
N 7	7	08/27/12	08/31/12	Good Morning America	7-9a		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$400.00			
N 8	7	08/27/12	08/31/12	ABC 7 News at Noon	12-1p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$175.00			
Totals											20	\$8,325.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	3	\$2,200.00	\$1,870.00
08/27/12 - 08/31/12	17	\$6,125.00	\$5,206.25
Totals	20	\$8,325.00	\$7,076.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.